

AUSTIN CONVENTION & VISITORS BUREAU

Proposed Budget 2012 - 2013

REVENUE	Proposed FY2013	Amended FY2012	Estimated FY2012
City Contract - FY 2012/13 Hotel Occupancy Tax & Convention Center Operating Fund	9,586,280	8,036,337	8,036,337
Private Sector Revenue			
Retail Revenue	841,400	838,600	838,600
Publication Sales	20,000	20,000	20,000
Rack Rental	20,000	22,400	22,400
Assessment Fees	8,000	24,000	24,000
Promotional Participation	302,300	311,500	311,500
Services Billed	185,500	203,600	203,600
Donated Services	249,050	239,000	239,000
Interest Income	1,200	2,100	2,100
Sponsorship Revenue	54,800	194,250	194,250
Reserve Fund	-	-	-
Other Income	-	6,000	6,000
Sub-Total, Private Sector Revenue	1,682,250	1,861,450	1,861,450
TOTAL REVENUE	11,268,530	9,897,787	9,897,787
EXPENSES			
Convention Sales & Services	* 5,093,775	4,852,862	4,852,862
Marketing	** 3,043,066	2,167,463	2,167,463
Finance/Administration/IT	1,423,333	1,294,503	1,294,503
Music & Film	474,396	430,249	430,249
Visitor Center	1,233,960	1,152,710	1,152,710
TOTAL EXPENSES	11,268,530	9,897,787	9,897,787
CHANGE IN NET ASSETS	-	-	-

	FY2013 Percentage Allocation	FY2012 Percentage Allocation
Convention Sales	* 33%	36%
Convention Services	* 4%	6%
Convention Services - Housing	* 2%	2%
Tourism Sales	* 6%	5%
Marketing/Advertising	** 27%	22%
Music & Film	4%	4%
Visitor Center	11%	12%
Finance/Administrative/IT	13%	13%
	100%	100%